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Before the

FEDERAL COMMUNICATIONS COMMISSION

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Washington, D.C. 20554

ORIGINAL
FILE

In the Matter of)
)
The Use of N11 Codes and) CC Docket No. 92-105
Other Abbreviated Dialing)
Arrangements)

REPLY COMMENTS OF ADVANCE PUBLICATIONS, INC.

Advance Publications, Inc. ("Advance"), by its attorneys, hereby submits reply comments on the Commission's Notice of Proposed Rulemaking (the "Notice") in the above-referenced matter. The record in this proceeding establishes the efficacy of N11 codes and their assignability. Claims to the contrary are unjustified and suspicious. Advance submits that the public interest, therefore, would be served by no further delay in affirming the Commission's tentative conclusion that telephone companies should make N11 codes available to information service providers and by adopting rules expressly directing telephone companies to assign N11 codes.

INTRODUCTION

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Advance is a diversified media company which, through subsidiaries, publishes newspapers in various geographic and demographic markets throughout the United States. Through its

subsidiaries, Advance is actively engaged in requesting the assignment of N11 codes. Specifically, The Times-Picayune Publishing Corporation of New Orleans, Louisiana has requested an N11 code from South Central Bell. Another Advance subsidiary, Newark Morning Ledger Co., which publishes "The Star-Ledger", New Jersey's largest newspaper, plans to request from New Jersey Bell (or Bell Atlantic) an N11 code for use with its information services. Several other subsidiaries of Advance will, in all probability, be seeking similar assignments of N11 codes from other telephone companies.

Advance knows of no reason for the Commission to refrain from making N11 codes available to information service providers and submits that the Commission should expedite ruling in favor of this issue promptly.

COMMENTS

Making N11 codes available to independent information service providers would benefit consumers and telephone companies' competitors in the information services industry. Many telephone companies are already using or are planning to use N11 codes for their own enhanced services. Meaningful alternatives to N11 codes will not be available for several years. Making N11 codes

available will prevent telephone companies from monopolizing the significant benefits of N11 codes and prevent independent enhanced service providers from being placed at a competitive disadvantage.

The availability of N11-based information services will have a significant positive impact on consumers. It will give consumers access to new and innovative information services that might not otherwise be available. The convenience of N11 codes will make it easier for consumers to reach information services which will bolster competition with telephone companies from independent information service providers.

Telephone companies are already using N11 codes to provide enhanced services and other unregulated services and have plans to expand those uses in the future. A decision by the Commission to limit the use of N11 codes by telephone companies only, will leave them with a monopoly on information services provided through N11 codes. Robust competition in information services will come about only if the Commission requires telephone companies to make the network facilities and features necessary for N11 code access available to their competitors as soon as possible.

Making N11 codes available to independent information service providers will help to offset the telephone company monopoly in the information services industry.

Some parties suggest that existing dialing arrangements, such as 976 and 900 numbers, provide the same functionality as N11 codes. However, these arrangements have significant shortcomings and neither are capable of providing local abbreviated access to information services in the same way as N11 codes. The above arrangements do not provide abbreviated dialing, are geographically restricted and are more costly than N11 codes. In other words, they are no better, and may be less desirable, than regular telephone service.

CONCLUSION

Wherefore, for all the foregoing reasons Advance respectfully requests that the Commission quickly rule in favor of affirming the Commission's tentative conclusion that telephone companies should make N11 codes available to independent information service providers and promptly adopt rules requiring the assignment of N11 codes.

In view of the desire of independent information service providers and telephone companies to move forward with the proposed N11 service as rapidly as possible to meet the currently unsatisfied market demand for such services, Advance requests the Commission to consider this matter on an expedited basis.

Respectfully submitted,

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July 10, 1992

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CERTIFICATE OF SERVICE

I hereby certify that on this 13th day of July, 1992, copies of the foregoing "Reply Comments of Advance Publications, Inc." were served by first class, United States mail, postage prepaid, upon the following parties, except where indicated:

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